

Message Text

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FM AMEMBASSY QUITO

TO SECSTATE WASHDC 3741

INFO AMCONSUL GUAYAQUIL

UNCLAS QUITO 8644

FOR: COMMERCE

E.O. 11652: N/A

TAGS: BEXP, EC

SUBJECT: BUSINESS MANAGEMENT SEMINAR

REF: ECUADOR FY 75 CCP AND CAMPAIGNS B) A-117, 11/12/74

1. IN ACCORDANCE WITH CCP CAMPAIGN NO. 2, BUSINESS EQUIPMENT AND SYSTEMS, IN SUPPORT OF BUSINESS MANAGEMENT (TECHNICAL SALES) SEMINAR, EMBASSY REQUESTS THAT COMMERCE PUBLICIZE EVENT AND ATTEMPT TO ENLIST SUPPORT AND PARTICIPATION OF U.S. SUPPLIERS OF THIS EQUIPMENT.

2. SEMINAR WILL BE CO-SPONSORED BY USIS AND CENTRO DE FORMACION EMPRESARIAL (CEFE), LOCAL MANAGEMENT TRAINING ORGANIZATION. SEMINAR NOW TENTATIVELY RESCHEDULED FROM MARCH TO APRIL 10-12 IN QUITO AND APRIL 14-16 IN GUAYAQUIL.

3. SEMINAR TOPICS SUGGESTED BY CEFE AND EMBASSY AS FOLLOWS: MANAGEMENT OF THE FUTURE: OPPORTUNITIES AND RISKS FOR THE FIRM; CHARACTERISTICS OF BUSINESS ORGANIZATION: PLANNING, DIRECTION, AND CONTROL; BUDGETING AND FINANCIAL CONTROLS; GENERAL OUTLINES OF A FINANCIAL POLICY: IMPACT OF THE INFLATIONARY PROCESS; NEW OPPORTUNITIES FOR ECUADOREAN BUSINESS; NATIONAL POLICY FOR FINANCING OF COMPANIES; HUMAN RESOURCES IN ECUADOREAN BUSINESS: PROBLEMS OF PERSONNEL; TECHNOLOGICAL MODERNIZATION AND INNOVATION IN ECUADOREAN BUSINESS; THE COMPUTER IN THE MODERN ENTERPRIZE; UNCLASSIFIED

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AVAILABLE BUSINESS EQUIPMENT TO MEET MODERN BUSINESS RE-

QUIREMENTS; AND DEVELOPMENT OF AN INTEGRATED BUSINESS
EQUIPMENT INSTALLATION FOR YOUR FIRM: WHAT DO YOU NEED;
LAST TWO TOPICS MAY BE OF ESPECIAL INTEREST TO U.S.
BUSINESS SPEAKERS.

4. USIS IS REQUESTING, THROUGH OWN CHANNELS, TWO U.S.
ACADEMIC SPEAKERS. SEE REPAIR. COMMERCE IN TURN IS REQUESTED
TO BEGIN PUBLICIZING EVENT AT EARLIEST CONVENIENCE AND
ATTEMPT TO OBTAIN LECTURERS FROM AMONG APPROPRIATE U.S. SUPPLIER
FIRMS.

BASED ON PROPOSED AGENDA, SEMINAR WILL REQUIRE 2-3 REPRESENT-
ATIVES OF U.S. COMPANIES WHO CAN ADDRESS AUDIENCE IN SPANISH
ON ONE OF THEMES SELECTED. COMPANIES IDEALLY SHOULD
OFFER DIVERSIFIED LINES OF BUSINESS EQUIPMENT
AND SYSTEMS WHICH DO NOT COMPETE WITH EACH OTHER. EXPRESSIONS
OF INTEREST BY US FIRMS SHOULD BE ADDRESSED TO MR. E.
JANE TOWNSEND, ATTN: BUSINESS SEMINAR, USIS, CARE OF THIS EMBASSY.

5. WE ALSO HOPE TO HAVE AVAILABLE DURING SEMINAR A SELECTION
OF CATALOGS ON A VARIETY OF BUSINESS MACHINES AND OTHER
EQUIPMENT, AS WELL AS A FEW SELECTED FILMS ON BUSINESS
MANAGEMENT TECHNIQUES AND/OR THE ADVANTAGES OF USE OF
MODERN EQUIPMENT. US FIRMS CONTACTED BY COMMERCE WHICH
CANNOT SEND PARTICIPANT LECTURERS ARE NEVERTHELESS
REQUESTED TO SEND SUITABLE SPANISH-LANGUAGE FILMS AND
CATALOGS IF POSSIBLE. PUBLICITY MATERIALS ON THE PROPOSED
US PARTICIPATION AT THE FOURTH ANNUAL GUAYAQUIL INTERNA-
TIONAL FAIR WILL ALSO BE AVAILABLE AT THE SEMINAR SITE.
BREWSTER

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